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NEWS & OBSERVER
Raleigh, N.C.
June 22, 1963

Steady Nerves Cited As Leaf People Need

By BILL HUNTER-PRIZES

VIRGINIA BEACH, VA. — To moderate to the American tobacco people will "need steady pie that they are serious when nerves" in the next 12 months they state that smoking is a cancer as the lamp of attacks on smoking for adults. "The industry," he said, "wants big increases, George V. Allen, president of the Tobacco Institute, to make it demonstrably clear that it does not wish to promote smoking among youth."

Programs Threatened

Horace D. Godfrey, a high-ranking U. S. Department of Agriculture official, told the convention that defeat of the Agriculture's wheat program in general committee — unless it completely exonerates tobacco — may lead to a new wave of state resolutions, and state legislation which will be detrimental to the industry.

The speaker, a native Tar Heel now retired after many years as a career man in the State Department, said the tobacco industry does not pretend to know the answers to questions about smoking and health and "we don't think anyone else does either."

"What we are interested in," he asserted, "is hard scientific facts will provide not only answers to these questions, but also full knowledge about the causes of diseases with which smoking has been associated through statistics."

Research Crucial

Allen insisted that the industry "not go a crusade either for or against tobacco. If we have a crusade, it is a crusade for research."

He said it should be apparent that it is in the best interest of the public as well as the industry itself, to encourage the kind of research that will provide the necessary facts. The industry has done this, he added, through grants totaling almost \$6 million for independent studies.

"We believe the answers will be found. They will be found in the scientific laboratory, not through pronouncements either for or against tobacco."

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CITIZEN
Asheville, N.C.
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Cigarette Advertising In Colleges Dropped

VIRGINIA BEACH, Va. (AP)—Recent decisions by various cigarette manufacturers to discontinue college advertising and promotion programs "were reached by each company acting behind the scenes in advertising or promoting the use of tobacco," Allen said. "These are property the activities of individual companies."

At the outset of his speech, Allen said, "We don't pretend to know the answers to questions about smoking and health. We don't think anyone else does either."

"What we are interested in is hard scientific facts that will provide not only answers to these questions, but also full knowledge about the causes of those diseases with which smoking has been associated through statistics."

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